DOCUMENT RESUME

ED 280 953 CE 046 722

AUTHOR Urshan, J.
TITLE Secrets of Taming the Wild Food Bill. A Guide to Supermarket Super Shopping.
PUB DATE 83
NOTE 78p.; For a related document, see CE 046 723.
AVAILABLE FROM PDQ Printers, 11725 North 19th Avenue, Suite 6, Phoenix, AZ 85029 ($6.95).
PUB TYPE Guides - Non-Classroom Use (055)

EDRS PRICE MF01/PC04 Plus Postage.
DESCRIPTORS Adult Education; Adults; *Consumer Education; *Food; Food Stores; Home Economics; Homemaking Skills; *Money Management; *Purchasing

ABSTRACT

This guide to supermarket shopping begins with a study of the American food shopper. The major types of shoppers and their needs are identified. Chapter 2 discusses planning at home. Topics include preparation of a comprehensive list, using coupons, impulse buying, and comparison shopping. Chapter 3 focuses on the actual shopping experience. Unit pricing, nutritional labeling, and freshness coding are described. Hints are then offered for the meat department, generic products, the dairy department, the produce department, the delicatessen department, the general merchandising section, and the snacks section. Chapter 4 concerns vitamin supplementation. Chapter 5 considers alternatives to supermarket shopping as well as how to be self-assertive at the checkout counter. Appendixes include information on the content of various meat and poultry products, a sample shopping list, and a recommended reading list. (YLB)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED280953

Secrets Taming Wild Food Bill

SAVE UP TO
$100 PER WEEK

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☑ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

J Ushar

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

Price: $6.95

This book is dedicated to my father and mother, whose love and determination gave me strength; to my wife, whose love and understanding gave me support; to my children, who offered inspiration.

The Secrets of Taming the Wild Food Bill

Copyright 1983 by J. Urshan: Printed in the USA by PDQ Printers, Phoenix, Arizona. All rights reserved, including the right to reproduce this book or portions thereof, in any form, except for the inclusion of brief quotations in a review. All inquiries should be addressed to J. Urshan, c/o PDQ Printers, 11725 North 19th Avenue, Suite 6, Phoenix, Arizona 85029.

Library of Congress Catalog Card Number Pending.

CONTENTS

Chapter		Page
	Preface	iii
1	A Study of the American Food Shopper	1
2	Pre-Planning at Home	7
3	Inside the Supermarket	16
4	Vitamin Supplementation	49
5	Alternatives to Supermarket Shopping	53
	Appendix	59
	Recommended Reading	69

PREFACE

You Can Become a Supermarket Super Shopper And Have Fun Doing It

Hard to do or impossible for you? No it isn't! The author has been doing the food shopping for the past twenty years and has been a winner in matching wits with the supermarket. You can too!

We have seen skyrocketing food prices. Recently, veal cutlet scampini has been priced at $7.47 a pound, and shrimp at $7.87 a pound. By the time you read this, who knows what the prices will be. The food industry had sales of $255 billion in 1981. In a person's lifetime, one can expect to spend over $100,000 for food. Coping is the problem. Finding ways to trim those dollars is a challenge to every shopper. If you are ready, let's be on our way.

A STUDY OF THE AMERICAN FOOD SHOPPER

The people in the United States are overfed and undernourished. They have been manipulated by the advertising and food industries to eat and crave the wrong type of foods. Our taste buds have been conditioned to desire the sweet and processed foods. The importance of food supplements, and how we fail to observe the Basic Four Food Groups will be described a little later in the book.

Did you know that non-food items in the supermarket bring the most profit? How would you like to save 35% when buying household cleaning products? This writer does, and realizes savings as shown by the Phoenix Safeway store cost comparison study made on July 11, 1981. See Appendix. Note the savings. DN is the price paid by a member of a Shaklee Consumer Club,

while SRP is the retail selling price which also is a saving.

According to the 1982 Arizona Statistical Review, a hypothetical metropolitan Phoenix urban family of four spend $5,756 for food in 1980, and $5,964 in 1981. The author with a family of four spent approximately $1,400! The Review reported that this spending was at an intermediate living standard.

Just how well off is the American family? It has less to spend than ten years ago. According to the Tax Foundation, in 1972 the median family income was $11,152, income tax was $982.00, and social security amounted to $468.00; it was estimated that in 1981, median family income was $22,410, income tax was $2,477, and social security tax amounted to $1,490.

In our troubled economy, we find the consumers trying to stretch grocery dollars any way they can. There is much turbulence in the supermarket. The 1980's has seen the splintering of grocery buying habits. Since shoppers are willing to change their

shopping habits to save money, the popularity of generic products has been noted. The shopper has been loyal to national brands, but the state of the economy has affected that loyalty. Many of the trends during the 1970's are expected to become stronger in the 1980's. There has been a real interest in exercise and all around good health, and it should remain on the upswing.

Trends have widened the type of supermarket formats. The no-frills warehouse supermarket is on the scene as a response to budget conscious families. However, its success varies with locale. Some have been closed down. There are superstores outside the United States. They feature extensive non-foods, service departments, and a wide variety of brand name merchandise.

The food industry is aware of a new breed of consumer. There is a profile of shoppers - how they think..., what they buy..., and how much they spend. Social trends have created a new customer. More are single. More women are working at employment outside

of the home. While women are still the primary grocery shoppers, men are doing more and more of the shopping, and the teenager is starting to enter the scene. We can identify the major types of shoppers and their needs.

The Female Shopper

Women are changing. Over 50% are working outside the home. The working woman has more money to spend, but less time to spend it. She visits the supermarket less often, and for a shorter period of time than the non-working woman, but travels a greater distance to her favorite store, and spends more money on each trip. Since she is on a tight time schedule to do her job, manage her home, and carry on with life, convenience and ease in the trips to the supermarket are inportant.

The Male Shopper

Men represent one-third of the food shoppers, and in many households are the primary shoppers. Thirty-one percent are single, and typically are under age 35 or over 65. Educated men with high incomes are likely

to do the shopping. Time and convenience are important to this group. They make briefer trips than women, tend to be loyal to one store, and favor one-stop shopping.

The Older Shopper

Presently 9.5% of the population is between 55 and 64 years of age. Over 11 percent are 65 and older. The latter spend less money and more time during each trip than other age groups. They are often loyal to one store, and usually pay in cash. They are price conscious, and are more likely to use shopping aids. Most are interested in single serving items or small package sizes.

The Teenage Shopper

Today, teens are having greater responsibility for some of the family food shopping, and meal preparation. Co-Ed magazine has reported that teen girls spend about 38% of the family grocery dollar. They have a strong influence on the food products and brands their parents select. Almost four out of five teens reported they had much or some brand influence in breakfast, lunch,

and dinner meals; seven out of ten had brand influence in dessert selections; and four out of five had brand influence on dairy products and beverages.

2

PRE-PLANNING AT HOME

Before entering the supermarket, pre-planning must be done. First of all, a determination of family needs must be made. The amount of income available for food must be considered. Medical problems require certain foods. Family preferences need to be taken into consideration. An unlearning of poor eating and food buying habits is necessary. We need to consider eating less for better health, and for saving money.

Having an "I Can Attitude" is so important in obtaining the most return from one's hard earned income. Form a family commitment in becoming super grocery shoppers. A teamwork approach is thus created.

An inventory of food on hand must be made of refrigerators, kitchen cabinets, and other storage areas. It has been reported that the average grocery

shopper tosses $100.00 into trash cans yearly from spoilage and plate waste. Professor William L. Rathje, the world's first garbologist, conducted a study at the University of Arizona of 1,200 Tucson, Arizona families. It revealed that about 15 percent of food bought had been thrown out. Projected from Tucson families meant that 400,000 residents in 1980 threw away more than 10,000 items of edible food valued between $10 million and $12 million. That included more than a half-million dollars worth of beef, over $1 million in vegetables and $750,000 worth of pastries. Another fact established was that the middle class was more wasteful than either the poor or rich.

Read newspaper food ads and articles. Clip coupons and remember to bring them to the store.

Advance menu planning is helpful in avoiding the scenario of trying to figure out what to serve for the week. Try to prepare for weekly meals or at least for a three day period. If possible, plan your menus around the store's advertised specials. Of course at

times the special is not a good buy. A cut of meat may have too much fat, gristle, or bone.

Comprehensive List

The preparation of a comprehensive shopping list is our battle plan. This list is not prepared by jotting down items to be purchased. Many of these have been seen in the supermarket by this writer. A list should show prices of items to be purchased, stores to be shopped, items in short supply, and substitutions to be made. Why pay full price when we can purchase at the sale price? Price increases can be followed so much better. See Appendix.

Coupons and Coupon Refunding

A USDA study has reported that 90 billion coupons were distributed in 1980. Shoppers redeemed 5 percent of them at a value of more than $1 billion. In 1981, more than 60 million households (or 76%) used

manufacturer cents-off coupons, as compared to 58% in 1971. If used selectively and carefully, coupons can save us money. Data showed that expenditures per person for leading couponed products were about the same for all income groups. Ninety percent of coupons are distributed through newspapers and magazines. The study showed that non-food items, including household supplies, pet foods and tobacco, accounted for 39 percent of coupons redeemed.

Among food items, the study added those most likely to be purchased with coupons were coffee, cereals, cake mixes, and prepared foods - all of which were highly advertised.

Advertising for Susan Samtur, author and coupon refunder, claims a person can be shown how to save up to 80% on groceries every time he or she shops, or over $100.00 per month. In July, 1979, Mrs. Samtur is reported to have said that the average refunder can save about 10 to 20 percent on her yearly food bill. She conceded her own spectacular savings put her in the minority among refunders.

A Tempe, Arizona housewife stated in 1981 that she spent between $80.00 to $100.00 per week on groceries, and figured on coupons alone she saved about 10 percent.

This writer has had a negative experience in coupon refunding. While conducting a special interest course at Arizona State University in 1981, a coupon for a $1.00 refund was sent to Hunt-Wesson Foods, Inc. There has been no contact from the Company. Two letters were sent to the customer relations department.

A concern with coupon refunding centers on nutrition being sacrificed in the purchasing of certain foods. How much processed food is being bought in order to cash in coupons?

Resisting Impulse Buying

Have a snack to alleviate hunger which will help to resist impulse buying. Food products look even more appealing on an empty stomach. Supermarkets are designed to promote this kind of buying. Reports have

been seen which show how supermarket managers have observed the blinking of shoppers' eyes which indicate our resistance is being lowered, and being readied for impulse item buying. Some supermarkets have drawn foot steps for shoppers to follow along the perimeter of the store so as to purchase the items the stores would like to have purchased.

Prepare to pay by cash so as not to be tempted to spend more than budgeted. Take along not more than $5.00 in extra money in order to take advantage of the unadvertised specials. Psychologically it is so easy to use a check book and write in the amount of the purchases. Paying by cash disciplines a person to spend less.

Shopping alone pays off in the supermarket. If possible, leave children, grandchildren and spend-thrift friends at home because supermarket design and advertising entices them to buy with great emotion. Once emotions are aroused, a want is created. If this want is not converted to an actual need, we probably

will not buy. If the above must shop with you, conduct an educational treasure hunt to see if they can find the best buys.

Vance Packard in his book, The Hidden Persuaders, tells of an Indiana supermarket operator who offers little carts for small tots to shop while their mothers are shopping with their own carts. The children reach out and grab boxes of cookies, candies, and other things which interests or attracts their eye. When the mother attempts to take the purchases away, the child will shout and scream, and the mother usually winds up buying them.

Psychologists have worked with merchandising people for years to persuade the housewife to purchase products she may not particularly need or even want until she happens to see them displayed. It has been discovered that it takes the average woman exactly twenty seconds to go down an aisle; so a well designed package could hypnotize her. Such colors as red and yellow were found effective in creating hypnotic effects. Designers turned to symbols that offered a

dream like quality. Examples would be mouth tasting frosted cakes displayed on the boxes of cake mixes, and juicy and tender steaks. Shoppers have picked up two or three items, and have chosen one because of the packaging.

The Color Research Institute, which specializes in the design of packaging, conducts eye movement testing to show how the shopper's eye will scan the package. This reveals the attention-holding power of the package's design.

Some psychologists feel that the color red is the color which is attractive to women, and that men are attracted to the color blue.

Other food merchandisers feel that shelf position determines impulse buying. The highest profit margin items are placed at eye level.

Also, people like to see a large quantity of merchandise. People do not like to buy the last package. Customers have been found to buy more if the shelves are full.

Finally, shoppers are stimulated to be impulsive if they are offered a little lavishness. A small amount of butter placed on top of expensive steaks brought increased sales of the steaks by 15% according to a California supermarket manager.

Comparison Shopping

Contrary to supermarket advertising, no one supermarket has all the good buys. Take the stores up on their claims and compare their everyday lower prices for total savings. Two Phoenix supermarkets offer stamps to build store loyalty and product turnover. Bashas' supermarket offers great buys if a budget booster card is completed totaling $30.00. This author redeemed one of these cards for a dozen of large eggs for 9 cents. Bayless supermarket offers a Gold Bond savers book which can be redeemed for food or non-food items from a redemption store.

3

INSIDE THE SUPERMARKET

There are grocery shopper aids available to consumers who desire to take advantage of their benefits. First of all, there is unit pricing. This aid enables the shopper to compare the cost of similar products of various sizes by weight, volume or count. For example, is the larger size of pork and beans the better buy, or is it more economical to buy two smaller cans? Unit pricing will tell us. However, not all supermarkets offer this aid. Then, it is necessary to compare the quantity and price.

Next, we find nutritional labeling. All fortified foods, for which a nutritional claim is made, must display nutritional information on the labels. Besides name, weight and ingredients, the label tells what nutritional value is in the food. Calories, protein,

carbohydrates, fats, vitamins A and C, thiamine, riboflavin, niacin, calcium, and iron must appear in a standard format, and unless space does not permit, always on the part of the label to the right of the main panel.

It is important to note that the first ingredient found on the label is the leading ingredient. For example, if water is found first, the product is mostly water. Hi-C drink for example.

Finally, there is freshness coding. Twenty-three states, and the District of Columbia require dates on specific foods, mainly milk and other dairy products. An increasing number of supermarket chains and manufacturers now voluntarily place calendar dates on hundreds of items such as fresh meats, cereals, mayonnaise, canned soups and crackers.

Manufacturers use secret codes too. These are closed dates and help stores rotate their stock. They are useful in product recalls, but information about the date the product was packed is not readily decipherable by the grocery shopper. However, a

consumer group in Evanston, Illinois has been able to decipher some codes, and has made this information available to the public in book form.

Varied dates appearing on food items mean the following:

1. Pack date reveals the day of manufacture, processing, or packaging. Companies can state to sell by or use before. This is voluntary under a ruling of the U.S. Department of Agriculture.
2. Expiration date designates several things. It means either the end of a product's full usefulness, as when yeast in rolls no longer has complete leavening ability, or the end of a product's full nutritional value as in an instant formula. On eggs, the expiration date means sell by such a date.
3. Sell by is called also the pull date. As a rule, the date on bread is two days after baking, on cakes and pies it is four to seven

days. Milk may be dated four to fourteen days beyond pasteurization depending on the laws of the states. Recently, the author purchased a gallon of milk selling regularly at $1.59 for half price, or for .80 at a Fry's supermarket.

The Meat Department

The meat department is the department which is the most widely shopped. In the U.S., 70 percent of peoples' protein consumption is from animal protein. Approximately 33 percent of our food bill is spent here.

Noted butcher and syndicated writer Merle Ellis has informed shoppers that butchers have categorized people according to their buying habits. Most people have definite patterns in the way they buy. For instance, a smart shopper must avoid being typed cast in the category of a gourmet shopper.

This type of supermarket shopper is a person who considers herself or himself as a buyer of quality.

Everything bought is only the "best" without regard to price; yet the decision often is based on price alone. This customer feels the desire to have something a little better. This purchaser does not always get the high quality, but pays a higher price. This shopper is called a one store buyer, and is sold completely on one supermarket or even one special butcher. There is no thought of shopping anywhere else. It is felt that all the items carried are the best, and therefore, the butcher can charge almost whatever he wants. It is likely that the same or even better quality is available elsewhere at a much lower price.

The opposite extreme is the buyer who seeks a price reduction on every purchase. A roast will be bought because it is on special, even though it may not be as good quality or as well trimmed as another at another market at a little higher price. This kind of shopper often overbuys because of being obsessed by the thought of getting a bargain. Buying more than one needs at the best possible price can be a good way to save money if done with a plan, and with a concern and

desire for quality and price. However, doubling up on a poor purchase only because it is on special is not a bargain, or the way a super grocery shopper shops.

The wise shopper is a comparative shopper. This type of shopper does not get caught in either the quality or bargain trap. Both price and quality are considered when making buying decisions. This shopper becomes familiar with the quality available and the pricing practices at local supermarkets so as to have the knowledge upon which to base those decisions.

Did you know that the names of meat cuts have been cut down from 1,000 to 314? Meat shoppers have to go through a maze of meat cuts in order to make decisions, and face the most irritation, frustration, and confusion than anywhere else in the supermarket.

Although price is important in buying meat, the number of servings per pound is even more important because of the need to obtain the largest number of meals from that cut of meat.

The Meat and Poultry Products Consumer Guide

This Guide has been published by the United States Department of Agriculture and is quite revealing. If you know that product names are required to truthfully reflect the content of products, a great deal can be learned by observing the order in which major ingredients appear. For illustration, the name "Beef with Gravy" tells a shopper that there is more beef in the product than in one labeled "Gravy with Beef."

This Guide lists over 250 popular meat and poultry products - from baby food to won ton soup. This information can help the shopper to:

1. Increase awareness of the composition of meat and poultry products.
2. Gain more confidence in shopping decisions. Be assured that all inspected meat and poultry products meet the minimum requirements set by the U.S. Department of Agriculture's Food Safety and Inspection Service.
3. Select products containing the kinds and

amounts of ingredients desired.

4. Have an idea of a product's nutritional value, such as the maximum fat content.
5. Learn exactly what is being obtained for the money spent. For example, knowing beforehand that an expensive meat product may contain only 10 percent meat, the decision may be made to choose another product higher in meat content or lower in cost.
6. Add variety to a diet by increasing the knowledge of the different meat and poultry products available. See Appendix.

Be a label reader to set a better and healthier table. Use labels to compare the cost per serving of similar foods. By reading the label of Awake orange drink, it can be determined that there is no vitamin C present. Orange Plus has 10 percent vitamin C content.

There has been deception of truth in meat advertising. A whole or half loin is advertised as saving a lot of money than by buying individual top loin steaks. When a whole loin is trimmed, the

expected weight loss can be between 1/3-1/2 of the original weight. Purchasing 21 pounds of untrimmed loin will give 14 pounds of usable meat. The implication of a saving is made.

Some of the best buys in your butcher's meat case often are items that at first glance may seem to be too much for a small family. Examples are round steak full cut, rib roast, and whole or half ham. These can be divided into smaller portions just the proper size for several family meals. When the price is right, a full cut shank half of ham can yield six economical meals for a small family. Try to buy a full shank half with some of the meaty center left on, and not just the shank end with all the center slice removed. Ask the butcher to remove the hock for a meal of ham and scalloped potatoes. The part with the bone in can be used for a baked ham supper, and the thinly sliced ham for sandwiches. The boneless half can be sliced into steaks.

Another wise buy is a pork shoulder butt. Use the

part with the bone in for a small pork roast, and the boneless half can be sliced into pork steaks or pork cutlets. Cut the part into cubes for chop suey or kebobs. Also, it can be run through the meat grinder in order to make sausage.

The beef sirloin tip roast offers steaks plus a small roast for another meal at a saving. A leg of lamb is another good purchase. Ask the butcher to take a few chops off the sirloin end to bone out the rest. A part can be used for a roast, part for lamb steaks or kebobs, and a piece for lamb stew. Also, broth or soup can be prepared from the bones.

It is advantageous to know about a beef round cut of meat. There are three muscles in the beef round as merchandised today. Each is sold separately, and for a different price. The toughest smong them often costs the most, while the most tender is less. The top round is the most tender of the three muscles of the hind leg of beef. The bottom and the eye of round are tougher. The eye of round has been sold as "breakfast steaks". The eye is always the most expensive cut of the round

even though it is tough. Bottom round has sold for less. The least expensive is the top round. Full cut beef round sells is cheaper with all three - top, bottom and eye - all in one. Why pay a premium price for the separate parts when they can be purchased whole at a good saving? Stronganoff, Chinese stir fry, and swiss steak are found in a beef round.

For years, fresh meat has been seen as the best tasting part of a meal. The people of the United States have been meat and potatoes eaters. Meat has been served to guests or at social occasions when appropriateness or acceptability were important. Fresh meat has been through of as being "healthier" than other foods. It was felt that fresh meat satisfied the appetite. The main meal had to include fresh meat to satisfy the appetite.

By federal ruling, ground meat can contain 30 percent fat. However, sausage is one kind of ground meat that exceeds this liberal standard. Federal law allows sausage to be 50 percent fat. Since sausage is half

fat, it is very low in protein compared with most other meats. Cost wise, calorically, and nutritionally, sausage is not a good buy.

Remember the more work the butcher does, the more the shopper will have to pay. The less handled by the retailer, the better for the consumer because the cost of labor is not a factor. By doing a little meat cutting yourself, a good saving can be realized. For example, whole fryers are usually featured on sale and cheaper than cutup or boneless breasts. Also, consider the difference in prices on whole round steak and the cut called top round. It is wise to be a self proclaimed butcher. When the cut is broken down along the seams, it will contain the top round, bottom round, and the eye of the round. The eye portion is sold at a premium price. By following the seams, it is easy to break down a whole round steak into those portions. Each portion becomes available for cooking as needed. Beef stew is sold at a pretty good price; one can do the cutting from a good roast.

In 1979, Americans ate 17 billion hot dogs, or about 77 per person. Not only are they high in fat content, but as a source of protein, they are expensive. An evaluation by Consumer Reports discovered that a pound of protein from cooked chicken cost $5.90; the same pound from regular cooked hamburger, $8.72; and the cost of protein from hot dogs was $14.97.

It pays to check the different kinds of liver. When calves' liver is selling for $2.00 or more a pound, why not consider buying beef liver? Today, the author bought it at $.39 per pound.

Generic Products

These are the non-name products. They appeared first in the supermarkets in 1977. Since then, their upsurge has been noticeable. In 1981, an A.C. Nielson Company survey found that generics captured 5% of the grocery market. Nationwide, over 60% of all supermarkets handled at least some generic products. Consumers

have accepted these products because real incomes have been shrinking, and price has become more important than ever.

The buyers of generic products by geographic area in percentage of population as reported in 1980 by the U.S. Bureau were as follows:

1. California, Washington, Oregon - 25.6%
2. North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri - 32.2%
3. Oklahoma, Texas, Arkansas, Louisiana - 31.9%
4. Wisconsin, Michigan, Illinois, Indiana, Ohio - 45.9%
5. Kentucky, Tennessee, Mississippi, Alabama - 26.7%
6. New Hamsphire, Vermont, Maine, Massachusetts, Rhode Island, Connecticut, New York - 29.6%
7. North Carolina, South Carolina, Georgia, Florida, Delaware, Maryland, Washington, D.C., West Virginia - 29.6%

"No names" have been found to cost from 5 to 30 percent less than brand name equivalents. When the only difference between a generic and a brand name product is the cost of advertising, promotion, and fancy packaging, it is worth it. However, sometimes generics may be so inferior in quality that the brand name would be the better buy. There is no one generic manufacturer. Hundreds of manufacturers supply the generic market. Since so many manufacturers produce generics, it is difficult to determine which items deserve the most praise. The following is a guide:

1. Household products: It is important to know how well a given amount of detergent cleans. The generic brand has been found to need frequent replenishing to keep suds which trap dirt from disappearing. Top quality liquid detergent usually has 30-35 percent solids. A generic has 15-20 percent. Sometimes, it takes twice the amount of generic to do the same job. Increasing the amount increases solids, but in turn increases the abrasives

which could be damaging to sensitive items.

2. Paper products: Generic products often have a lower weight and strength than brand names. They may have little or no color and softness. Who likes tissue paper that falls apart in one's hands?

3. Canned food: Generic brands have canned fruit which might be a little ripe, or under ripened. Jams could come from Mexican strawberries which are not as sweet, or bruised fruit which could affect taste. Peas might be hard. Pasta might be darker, and require a longer time to cook.

Generics have appealed to food retailers because they do not have to stock six brands in each category to attract customers. The weakening of brand loyalty explains the use of generics, and also, is credited with the sudden popularity of no frills stores. These stores cut costs by rejecting the axiom of the need to carry all major brands to be competitive. Besides the

lack of services, the new outlets carry a sharply reduced number of brands. There are about 1,800 no frills supermarkets in the United States, most of which have opened since 1977.

Wholesale Price Cleaning Products

Wouldn't it be great to be able to buy your cleaning products at the supermarket at a wholesale price? Wouldn't it be wonderful to be able to be assured that your products were of the highest quality? Wouldn't it be nice to possess products with multiple use? How about purchasing products that are concentrated, safe, and non-polluting? Like to try an all-purpose household cleaner of a quantity of one quart making 64 gallons, and 2,000 gallons of window cleaner! This cleaner replaces nine other products! See appendix for a cost comparison survey conducted at a Safeway grocery store on July 11, 1981 in Phoenix, Arizona.

Frozen Foods Section

The frozen food industry as of 1980 was a $16 billion industry. Basics like vegetables, pizza, and orange juice can be expected to draw traffic. Working women and men lacking the time to prepare meals requiring extensive preparation.

In 1979, frozen orange juice outsold baby foods, baking mixes, peanut butter, and jam jelly. Frozen pizza exceeded flour and desserts. Regular and prepared frozen vegetables had more dollar volume than baking needs and dried fruit combined. Frozen TV dinners in 1978 were most preferred in low income homes and mostly in the South West.

In the summer of 1981, five of the most consumed supermarket products were ice cream, ice milk, frozen vegetables, orange juice, frozen potato products, and frozen fish and seafood.

Ice cream is an impulse item in its different forms.

Frozens are merchandised with related items. The

shopper's growing demand for convenience, and interest in nutrition makes it profitable to display frozens in spot cases throughout the store with related presentations of grocery, meats, dairy, and produce.

The Dairy Department

In 1981, it was reported that Americans spent approximately $37 billion for dairy products. In this part of the store, the supermarket management know that shoppers will shop for milk, eggs, butter, margarine, and cheese. They are encouraged and tempted to buy the fancy packaged cheese, imported cheese and cheese balls, processed cheese such as cheese food and cheese spread. Also, there are egg nog, yogurt, goat's milk, and butter milk.

The entire cheese section is a mass display of products. Banner signs are used to call attention to the variety and selection offered. There can be found Lenten tie-in signs on the case shelving.

Supermarkets usually feature bulk cheese as a sale

item. Savings can be made by buying milk and cheese products which are close to its outdated code date. If consumed soon after, they will be super buys. With gallons of milk selling for almost $2.00 a gallon, this author has purchased a gallon of milk for 99 cents. This past Sunday, two 1/2 gallons of milk were purchased for 86 cents. One or two percent milk is usually sold for less than whole milk. Chocolate drink and flavored drinks are being sold at high prices. A gallon of chocolate drink sold last weekend at Fry's supermarket for $1.89! By reading the label, it shows it consists mostly of water, flavorings, and coloring.

One supermarket offers stamps, which when turned in, will allow a shopper to purchase a dozen eggs for 9 cents. Other items can be purchased at very low prices with a card of six stamps.

The Produce Department

Food shoppers rank a good produce department the 4th choice in importance in choosing a supermarket

according to the Progressive Grocer, as reported in April, 1982. Another supporter of the food industry speaking in Phoenix, Arizona in 1982, stated that grocery shoppers ranked produce as the number one reason for choosing a supermarket according to market research surveys. It has been reported that today's shopper is younger, better educated, and interested in home cooking, health and nutrition.

In 1971, the annual per capita consumption of produce was 170 pounds. In 1981, this consumption rose to almost 200 pounds.

Today's on-the-go shopper desires variety and quality in supermarket shopping. The basics such as carrots, potatoes and bananas constitute 2/3's of the produce department's business. Speciality produce consumption has increased 50% from 1977.

Interest in gourmet cooking and eating, plus serving something different, has increased the demand for unusual and out of season produce. Buying out of season produce can create havoc with the food budget. On November 28, 1982 the author was shopping in an

Alpha Beta store, and observed that asparagus was selling for $4.99 per pound. Needless to say, he walked right by. The quality was not that good. Another time while shopping at a Safeway store, this shopper knew mushrooms usually sold for about $2.49 per pound. On the discount rack in the produce area was a one pound bag of mushrooms selling for 59 cents. It was the only one there, and the author quickly placed it in the shopping cart. It had to be used quickly because the mushrooms were turning brown. Fried mushrooms that evening tasted so good. Look for the marked down produce. It can be a super buy. Instead of paying anywhere from 69 to 99 cents for lettuce, it may be on sale two for 29 or 39 cents. Bananas selling for 43 cents in the regular location in the store can be purchased for 10 cents per pound. If they are a little ripe, banana cake can be made.

The produce department offers colorful and sweet smelling items. Oriental and ethnic vegetables have become the fastest growing category. Alfalfa sprouts

and tofu have become standard. Exotic fruits such as papayas, coconuts, dates, figs, kiwi fruit, plantains, guavas, kumquats, mangos, and avocados have found a spot on the produce shelves.

The layout of this department is characterized by lively bulk display and well planned positioning of the produce items. To pull customers through, power items like apples and citrus might lead off, followed by bananas at center and lastly, potatoes. Fruits attract 48%; vegetables entice about 40% of sales; and related and non-edible produce items 12%.

A savings can be made by buying fruit according to the intended purpose. A little blemishing will only affect the appearance. Also, people will often buy extra large apples or bananas, and half of them are usually found discarded. Purchase the largest size if it is being sold by quantity as opposed to buying such a size when it sells by the pound. For example, a five pound pineapple was purchased recently at Safeway for

89 cents; Bayless supermarket was selling its pineapple at 45 cents per pound. This size would have cost $2.25.

Cut up fruit is more expensive than the whole fruit most of the time. Also, variety packaged fruit is generally more expensive.

A theme is usually created to spur sales; for example, the Farm Theme at Safeway - for freshness and saving. The farm atmosphere is created even more by the use of baskets, burlap, and earthy color schemes.

The Deli Department

The supermarket industry knows that the secret to building a high volume deli business is to convince shoppers to try items they do not ordinarily buy. The industry's merchandising research department has statistics on such subjects as deli shopper profile, the money spent per week, the seven top service deli lines offered, best selling items in ten categories, and what shoppers enjoy most about supermarket delis.

In-store tests determine the effect of specific promotion on product movement and profitability. A New York first rated deli is so successful that its president has commented that the store's customer drawing power would not be possible without it. The deli's success is attributed to an immense variety of fresh product, in-store promotion, and friendly employees. Customer loyalty is built by personal contact with customers. Each customer is treated as if she were a mother of an employee. The more the customer sees the more she or he will buy. Therefore, many displays are made to attract attention.

The deli's lineup begins with smoked fish, kosher meat, salads, herring, and warm and serve foods. Also, there is a twelve foot case of deli meats. Cases are continually filled to impress shoppers with the three hundred available items. Signs are made by hand with heavy lettering on bright construction peper for maximum visual impact. The purpose for this is to convince shoppers to buy more deli items than they had originally planned.

Delis are built on impulse buying. A shopper does not come to buy salads, but comes to purchase natural cheese. Cabbage is priced at a fair price, and it will be bought. A free sample is usually given after a new price special is announced.

Deli foods can be spotlighted for spring's special occasions. The use of brightly colored or metallic paper frames on Lenten related items helps to focus buying attention and increase sales. It has been shown that aluminum foil and colored paper with an arrow shaped price sign pointing out chicken and shrimp salads for Lent resulted in sales that were 35% higher than in matched stores where signs were not used. The framing technique tested on a number of deli and cheese products increased sales an average of 14 percent.

The eat-out syndrome has been capitalized on by stocking the deli with ready to go hot meals.

Delis offer the convenience of catering too. There is a demand for prepared foods. People do not always have time for everything themselves. Prepared

foods can account for about three quarters of a deli operation.

Fresh croissants are very popular, especially for entertaining. Catering and party line services can include everything from hors d'oeuvres to desserts. Seafood trays can include crab legs, shrimp, marinated herring, oysters and salmon.

The Liquor Section

Some supermarkets have sections set aside or at least a couple of aisles for the sale of liquor. It is found often near the store entrance for customer convenience. Some supermarkets have over $6,500 a week in sales. Wines can be located on gondolas across from the frozen food area or displayed on adjacent end aisles.

Reading Area

Some supermarkets have an area designed as a reading center with magazines and paper back books. Sub-

ject matter varies from health and home remodeling to women's magazines.

Leased Area

Obtaining money from every available source helps to increase store volume. Jewelry and banking areas can be found. Many people cash their checks and withdraw money to buy groceries.

General Merchandising

The one-stop buying concept is found here. To satisfy many of our needs and wants, we find items such as automotive, film, pet, housewares, kitchenware, baby, party, personal, sporting and appliances. There are related item displays encouraging multiple purchases. In the spring the traditional display emphasis is placed on housecleaning products. A Cascade display may be displayed beside the glassware

section. It can have a deep impact with a sweepstakes premium offer.

Alpha Beta supermarket sold school notebook paper for $1.98; K-Mart was selling the item at 58 cents.

Snacks Section

Over the past several years, all snack foods, with the exception of salted nuts, have experienced growth in dollar and volume. In 1980, the retail value of the snack food industry was reported to be $5.8 billion. Supermarkets account for about 58 percent of the total snack food market. Potato chips are still the most popular snack. About 80 percent of all households buy this treat. However, the corn and toritlla chips are gaining ground. Did you know that they were purchased by almost seventy percent of shoppers? The number two snack at this time is pretzels.

Private label snacks represent about 27 percent of the market, and generic snacks hold only a little more than 6 percent.

The drinking of soft drinks continues to increase. More than 50 percent of the market share is dominated by colas. Diet colas have more than one-half of this market. Regular colas are consumed by about 69 percent of men and 61 percent of women. Almost 60 percent of the men drink non-colas, while 56 percent of the women do. However, women lead men by drinking almost 40 percent of the diet colas versus about 25 percent for the men.

The snack bar is found in some supermarkets and is usually found in a high traffic, up front area. People will shop hungry, and like to stop for a light snack. Also, children drag their mothers over for pop and candy. Ice cream cones and popcorn are offered too.

Since snacking has become a way of life for Americans, ever thought of nutritious snacks? Snacks such as chips, cookies and colas are found to be high in carbohydrates and cause the blood sugar to rise so high, and then suddenly drop. When this occurs, some people become dizzy, tired, or hungry. However, a different experience is felt when snacks are a combina-

tion of carbohydrate and protein foods. These snacks offer an energy lift, keep the energy level balanced, and provide a feeling of fullness. Try raw vegetables, yogurt, cottage cheese, popcorn, and fruits.

Today, most people do not eat nutritionally balanced foods. Dieting and hurriedly eaten meals have become more pressing concerns. Commitment to a diet which controls daily intake of essential nutrients has leveled and declined.

Traditional homemaker values - with the changing character of the family, the women's movement, and the number of women entering the work force - have eroded a great deal during the past decade. As a result, the character of meal preparation and eating has changed. Changing interests and differing schedules of individual household members make the traditional three meals a day routine more an exception than the rule. Women do not have the time to shop and prepare traditional meals as before. Finally, more active lifestyles demand lighter and more portable meals and

snacks.

It is felt by some nutritional researchers that meat eating is not so healthy for us. Fat and hormones are found in meat. Also, since meat remains longer in the colon than other food, the body becomes more susceptible to cancer. One well known nutritional researcher, Paavo U. Airola, N.D., maintains that foreign bodies entering our systems develop into cancers, and that meat is the number one contributor of these foreign bodies. A person's system is subsequently weakened.

More and more evidence shows that diet strongly influences the risk of coronary heart disease, cancer, hypertension, and other killers. The National Academy of Sciences has issued recently the results of a two-year study of the connections between diet and cancer. This group recommends that people restrict their intake of fats - unsaturated and saturated - to 30 percent of total calories. For the average American, this means reducing fat consumption of such things as whole milk and its products, ice cream, peanut butter, cooking

fats and oils, beef and other fatty meats by one quarter. Also, it recommends eating very little salt-pickled, salt-cured, or smoked foods, which include ham, bacon, bologna and hot dogs.

The group found evidence also of a protective effect against cancer among several vitamins, minerals and fibers. It recommends eating fruits, whole grain products, and dark-green, yellow and vegetables such as carrots, tomatoes, squash, broccoli, brussels sprouts, and cauliflower daily.

Even though the experimental evidence is not conclusive, we are in an interim stage of knowledge similar to that for cigarettes twenty years ago. Since absolutely conclusive evidence will take years to develop, it is felt that evidence justifies action now.

4

VITAMIN SUPPLEMENTATION

Since we are not able to obtain nutritionally healthier toxic free fruits, vegetables, and grains, and must use foods of nutritionally inferior quality, it is necessary to consider food supplementation. There is a need to return to the diet all the nutritive elements destroyed or removed by food processors and manufacturers, and to protect ourselves from the toxin effects of toxic residues.

Consider the ingredients for commercial white bread:

1. Enriched all purpose flour
2. Yeast
3. Enzymes
4. Salt
5. Sugar

6. Lard
7. Skim milk powder
8. Mono and Di glycerides

Additives:

1. Carrier (Wheat starch)
2. Bleach (Benzoyl peroxide)
3. Free flowing agents (Tri-calcium phosphate, magnesium carbonate)
4. Maturing agent (Potassium bromate)

Here are five good reasons to supplement our diets:

1. Americans are nutritionally uneducated in selecting and preparing food. Many know the basic four food groups, but not many of us live by them. This concept makes no allowance for ethnic foods, snack food, nor personal preference. Home economic public school courses continue to emphasize food preparation and not food choice. Supplementation guarantees all the essential nutrients in the

proper amounts without guess work.

2. Americans eat foods for taste, and not nutrition. Food habits are based on memory, taste, and other factors not related to nutrition. We eat what we like, and what we are use to having.
3. The price of poor dieting is high. Over 40 million Americans weigh up to 15 percent more than do normal weight Americans. They have spent $16,000 a minute for slimming aides, dietary devices, and miracle methods.
4. Modern living affects the needs for nutrients. There is little time to plan good meals, and even less time to eat. Over 50 percent of most people's food budget is spent eating out.
5. Nutritional needs are individual. Such factors as age, occupation and environment determine the need for certain nutrients.

Why Shaklee natural food supplements?

1. Shaklee is the biggest and highest quality supplement company in the world.

2. It is a company committed to nutritional research and development. .
3. Leadership is characterized by having the most research scientists and analytical testing which have revolutionized industry testing procedures. Quality assurance is stressed by the fact that as many as 262 separate quality tests are performed on a single product.
4. Natural and high quality products are used which are in harmony with nature and offer optimum health.
5. A full money back guarantee is offered.
6. The Shaklee Corporation actively supports nutritional research at the University of California, Georgetown Medical School, University of Oklahoma Medical School, and Texas Technical Institute.
7. Shaklee was asked to be the consultant to the USA Ski Team and is presently serving in that capacity.

5

ALTERNATIVES TO SUPERMARKET SHOPPING

The alternatives to supermarket shopping are farmers' markets, food cooperatives, discount stores, drug stores, department stores, home shopping service, military commissaries, mail order, and shopping by telephone.

Farmers' markets offer fresh vegetables, fruits, and sometimes fresh meat and cheese. Prices are often well below those of the giant food chains.

Discount stores offer supermarket items and snack departments are popular. Canned meat and tuna are sold.

Grocery sales in standard drug stores in 1978 were just under $1 billion. Wine, beer, hard liquor, and soft drinks are the major categories. Sales for

snacks, nuts and canned goods have grown. Milk and eggs are usually marked down to draw customers into the store to buy other items too.

Department stores feature speciality service departments. Among food shops are a coffee shop, a tea shop, a smoked meat and fish deli, pasta shop, and individual shops for bread, cookies and cakes. Also found are a candy shop, produce section, and fancy food.

Home shopping service has existed since 1899. As of 1980, total sales were approximately $100 million. The driver carries a basket of samples, candy, cookies, and general merchandise too.

Military commissaries as of 1980 had almost a $3 billion volume. Supermarkets are undersold from 20 to 30 percent. Items are priced at cost plus a 4% surcharge.

In 1980 almost 5,000 companies sold food by mail at an estimated annual volume of over $450 million. Popular mail order items are steaks, cheese, citrus, lobsters, and pecans.

Shopping by telephone has been based in Fairfax, Virginia. Customers select items from a catalog, phone in their orders, and pick them up or have them delivered.

It is claimed that prices are from 5 to 15 percent below regular supermarket prices. This is not a full store operation. Stocked are only the basics, the dry groceries, frozen foods, and non-perishable packaged items. Brand selection is limited, especially private label brands. No generic brands are carried. There is not a large selection of sizes. The appeal is to a market of families with over four members.

Finally, there are the food cooperatives. These are food-buying clubs, and it has been reported that members save about 25 percent. Shopping here can save on high margin items such as produce which may be marked up 30% or more. However, on fast moving items such as coffee, chicken and sugar, the prices may not be cheaper than at the supermarket.

Most food cooperatives have a small number of

members. Many times the cooperatives consist of friends. To keep a buying club manageable, membership is suggested to be limited to about 24 families. However, with enough discipline, leadership, and organization, there is the potential for a small club to grow into a bigger one. More members means more buying power, but it can be complicated to keep a large group running efficiently demanding more money and time.

The Dale City Food Buyers Association in Virginia has 750 families, and an annual sales of $700,000. This Association is incorporated and employs a full time bookkeeper. Its members are divided into units averaging approximately twenty families with each family paying yearly dues of ten dollars. They can buy eggs, canned and packaged foods, meat, poultry, baked goods, frozen foods, and paper products.

To find out how food buyers co-ops work, how to start one, and how they save money, one can write to the Cooperative League of the USA, 1828 L Street N.W., Suite 1100, Washington, D.C. 20036.

The Check Out Counter

Well shoppers, we have reached the checkout counter. This is the last area of the store where enticement can be made to have us part with some more money before the checkout person tells us the bad news. We are confronted with cigarettes, candy, gum, magazines, razor blades, toys, fly swatters, mouse traps, TV Guide, and ET games to name a few of the allurements.

Be sure to do the following:

1. Arrange your purchases in groups to help the checker help you.
2. Compare the number of items bought with the number of items shown on the cash register receipt.
3. If an error is discovered, bring it to the attention of the checker. Do not be timid. Honest mistakes are made. Sometimes the checker does not know the price has been reduced. A checker, who was a regular stock boy filling

in, charged the author $6.00 for 3 pounds of emperor grapes, which were on sale for 3 pounds for $1.00. The sale price was brought to his attention and $5.00 was saved. How many shoppers would not have noticed?

4. Ask for a rain check if a store is out of an advertised special so you can buy it at the sale price when it becomes available.
5. Seek a refund if dissatisfied with a product. The author purchased 10 pounds of potatoes and they spoiled soon afterwards. The produce manager was notified and the purchase price was returned.

Shoppers, are you ready to assert yourselves in the supermarket? Are you all set to become Super Shoppers? You can do it!

Eating nutritiously within the limits of one's income involves wise planning, skillful shopping, and proper food utilization and preparation.

APPENDIX

MEAT AND POULTRY PRODUCTS

Meat Products

All percentages of meat are on the basis of fresh uncooked weight unless otherwise indicated. Keep in mind that meat may shrink in weight after cooking because fat and water cook away.

Baby Food

High Meat Dinner-At least 26% meat.

Meat and Broth-At least 61% meat.

Vegetable with Meat-At least 8% meat.

Bacon (cooked) - Weight of cooked bacon is 40% of uncooked, cured, smoked bacon.

Beans with Bacon or Ham in Sauce-At least 12% bacon or ham (cooked basis).

Beans with Frankfurters in Sauce-At least 20% franks.

Beans with Meat in Sauce-At least 12% meat.

Beans with Meatballs in Sauce-At least 20% meatballs.

Beef a la King-At least 20% beef (cooked basis).

Beef a la Mode-At least 50% beef.

Beef Burgundy-At least 50% beef; enough wine to characterize the sauce.

Beef Sausage (raw)-No more than 30% fat. No byproducts, no extenders, and no more than 3% water.

Beef Stroganoff-At least 45% fresh, uncooked beef or 30% cooked beef and one of the following: at least 10% sour cream, or a combination of at least 7 1/2% sour cream and 5% wine, or 9 1/2% whole milk, 2% sour cream, and 2 1/2% wine.

Beef with Gravy-At least 50% beef (cooked basis).

Burrito-At least 15% meat.

Chili con Carne-At least 40% meat.

Chili con Carne with Beans-At least 25% meat.

Chili Mac-At least 16% meat. Must be qualified with true product name: "Beans, Macaroni, and Beef in Sauce."

Chilli Sauce with Meat-At least 6% meat.

Chop Suey Vegetables with Meat-At least 12% meat.

Chow Mein Vegetables with Meat-At least 12% meat.

Corned Beef and Cabbage-At least 25% corned beef (cooked basis).

Corned Beef Hash-At least 35% beef (cooked basis). Must contain potatoes, curing agents, and seasonings. May contain onions, garlic, beef broth, beef fat, or others. No more than 15% fat; no more than 72% moisture.

Deviled Ham-No more than 35% fat; no added moisture; no cereal.

Frankfurter, Bologna, and Similar Cooked Sausage-May contain only skeletal meat. No more than 30% fat, 10% added water, and 2% corn syrup. No more than 15% poultry meat (exclusive of water in formula).

Frankfurter, Bologna, and Similar Cooked Sausage-Byproducts or Variety Meat-Same limitations as above on fat, added water, and corn syrup. Must contain at least 15% skeletal meat. These products must be specifically labeled, such as "Frankfur-

ters with Byproducts," and each byproduct or variety meat must be specifically named in the list of ingredients. These include heart, tongue, spleen, tripe, and stomach.

Fritter-At least 35% meat; no more than 65% breading.

Goulash-At least 25% meat.

Gravy with Beef-At least 35% beef (cooked basis).

Ham (canned)-Limited to 8% total weight gain after processing.

Ham Salad-At least 35% ham (cooked basis).

Ham Spread-At least 50% ham.

Hamburger, Hamburg, Burger, Ground Beef, or Chopped Beef-No more than 30% fat; no extenders.

Hash-At least 35% meat (cooked basis).

Hors d'oeuvre-At least 25% meat (cooked basis).

Lasagna with Meat and Sauce, or Cheese Lasagna with Meat-At least 12% meat.

Lasagna with Meat Sauce-At least 6% meat.

Macaroni and Beef in Sauce-At least 12% beef.

Macaroni and Meat-At least 25% meat.

Margarine or Oleomargarine-If product is entirely of animal fat or contains some animal fat, it is processed under Federal inspection. Must contain-individually or in combination-pasteurized cream, cow's milk, skim milk, finely ground soybeans and water. May contain butter, salt, artificial coloring, vitamins A and D, and permitted functional substances. Finished product must contain at least 80% fat from animal or vegetable sources. Labels must clearly state which types of fat are used.

Meat Loaf (baked or oven-ready)-At least 65% meat and no more than 12% cereal products.

Meat Ravioli-At least 10% meat in ravioli.

Meat Soup

Ready-to-Eat-At least 5% meat.

Condensed-At least 10% meat.

Meatballs-No more than 12% extenders, including textured vegetable protein. At least 65% meat.

Meat Taco-At least 15% meat.

Pizza with Meat-At least 15% meat.

Pizza with Sausage-At least 12% sausage (cooked basis) of 10% dry sausage, such as pepperoni.

Pork Sausage-Not more than 50% fat or 3% water; may contain no byproducts or extenders.

Salisbury Steak-At least 65% meat and no more than 12% extenders, including textured vegetable protein.

Sloppy Joe-At least 35% meat (cooked basis). Must be qualified with true product name, "Barbecue Sauce with Beef."

Sukiyaki-At least 30% meat.

Tamale-At least 25% meat.

Veal Fricassee-At least 40% meat.

Veal Parmigiana-At least 40% breaded veal in sauce.

Veal Scallopini-At least 35% veal (cooked basis).

Won Ton Soup-At least 5% meat.

Poultry Products

All percentages of poultry are on cooked, deboned basis unless otherwise indicated. When standard indicates poultry meat, skin, and fat, the skin and fat are in proportions normal to poultry.

Baby Food

High Poultry Dinner-At least 183/4 poultry meat, skin, fat, and giblets.

Beans and Rice with Poultry-At least 6% poultry meat.

Poultry a la Kiev-Must be breast meat stuffed with butter and chives.

Poultry a la King-At least 20% poultry meat.

Poultry Chop Suey-At least 4% poultry meat.

Poultry Fricassee-At least 20% poultry meat.

Poultry Soup

Ready-to-Eat-At least 2% poultry meat.

Condensed-At least 4% poultry meat.

Turkey Ham-A product made with cured turkey thigh meat only.

SHAKLEE CLEANING PRODUCTS - COST COMPARISON 7-11-81

Prices of items compared were as of 7-11-81 at the Safeway store, Bell road and 35th Avenue, Phoenix, AZ.

Basic H ... 1 quart makes 64 gallons general cleaner and 2000 gallons window cleaner. 1 quart replaces all these products:

Fantastic	22 oz	$ 1.25
Mr. Clean	40 oz	2.83
Windex	32 oz	1.27
Ajax	32 oz	1.93
409	22 oz	1.25
2 Bars Dove	4.75 oz	1.02
2 Bars Dial	5.0 oz	1.02
Glass Plus	22 oz	1.39
Mr. Bubble	10 oz	.99
		$12.95
Basic H	32 oz SRP	5.05
	DN	3.55

Basic L Washes 92 loads REPLACES:

3 Tide	10 lb 11 oz	$6.98	$20.67
3 Cheer	10 lb 11 oz	$7.25	$21.75
3 Bold	10 lb 11 oz	$7.55	$22.65
Basic L	10 lb SRP		$13.80
	DN		$10.95

*SRP - Suggested Retail Price
DN - Wholesale Price

SOFTER than SOFT Soften 256 loads REPLACES:

8 Downy	32 oz	$1.31 ea	$10.48
8 Clingfree	24 sheets	$1.43	$11.44
			$21.92
Softer than Soft	1 gallon SRP		$12.55
	DN		$ 9.90

Basic G Disinfectant & Deodorizing
No aerosol cans REPLACES:

192 Lysol Spray	17 oz	$1.39 ea	$266.88
Basic G	32 oz SRP	$9.80	(.*)
	DN	$6.70	

At Ease REPLACES:

Playtex Gloves		$1.79
Easy Off	8 oz	1.27
Copper Brass Cleaner	4.75	.91
Comet	21 oz	.64
S.O.S. Pads	18	1.15
Mr. Muscle	8 oz	1.29
Arm & Hammer	8 oz	1.15
Ajax	21 oz	.67
Soft Scrub	26 oz	1.65
		$10.52
At Ease	9 oz SRP	3.70
	DN	2.60

*SRP - Suggested Retail Price
DN - Wholesale Price

SATIN SHEEN REPLACES:

4 Joy	32 oz		$1.89 ea	$7.56
1 Woolite	8 oz		1.03 ea	1.03
2 Dove	4.75	oz	.63 ea	1.26
Satin Sheen	22 oz	SRP		3.75
		DN		2.75

Basic D REPLACES:

8 Cascade	35 oz		$1.69 ea	$13.52
Basic D	47 oz	SRP		7.25
		DN		5.15

THESE 7 SHAKLEE PRODUCTS REPLACE
30 PRODUCTS AND SAVE
SHAKLEE MEMBERS $400.70

*SRP - Suggested Retail Price
DN - Wholesale Price

Produced by Joe Urshan

Your Personal Nutritional Checklist

Ask yourself these important questions about your nutrition and health.

	YES	NO
• Do you choose foods more for their taste than for their nutrition?	☐	☐
• Do you ever skip a meal during the day?	☐	☐
• Do you eat on the run, not paying attention to what nutrients you get?	☐	☐
• Are you buying more convenience foods than you used to?	☐	☐
• Are you ever subject to physical stress at work or home?	☐	☐
• Are you now or ever on a weight loss diet?	☐	☐
• Do you limit your food choices because you:		
diet?	☐	☐
have a food allergy?	☐	☐
• Are you unsure of what nutrients you need every day?	☐	☐
or of what foods provide them?	☐	☐

WEEK OF _____ SHOPPING LIST

Four Basic Food Groups

ITEMS IN SHORT SUPPLY	MEAT GROUP	MILK AND DAIRY GROUP	FRUITS & VEGETABLES	BREAD & CEREALS	SUBSTITUTES
	Jewel Price	Dominick Price Breslers Osco-Ice Cream	Jewel Price	Jewel Price	Jewel Price
	Dominick Price	Jewel Price	Dominick Price	Dominick Price	Dominick Price
	National Price	National Price	National Price	National Price	National Price
TOTAL					

70

J. Urshan
Super Shoppers Unit

RECOMMENDED READING

Ellis, Merle, Cutting Up in the Kitchen, San Francisco: Chronicle, 1975.

Margolius, Sidney, The Consumer's Guide to Better Buying, New York: Pocket Books, 1972.

_____, The Great American Food Hoax, New York: Dell Book, 1971.

Nanfria, Linda, Beat the Super Markets!, California: Impact Publishing Company, 1979.

"We Want You to Know About Nutrition Labels on Food", Washington, D.C., Food & Drug Administration, No. 74-2039-1974.

"Meat and Poultry Products - A Consumer Guide to Content and Labeling Requirements", Washington, D.C., United States Department of Agriculture, No. 236.

Money-Saving Tips

Among his food-buying guidelines are these tips:

- o Be wary of supermarkets - they are purposely planned to attract impulse buying;
- o You will find better buys at levels on the shelves other than eye level;
- o Do not spend a long time in the store, studies have shown that for every minute after 30 minutes you spend in the store, it will cost one dollar to shop;
- o Know what is on hand in your cupboard so you can stock up on staples at sale prices; and
- o Plan weekly menus and make shopping lists for those menus.

Proven Benefits

Since following Joe's supermarket shopping tips, we are really saving. We are more unit pricing conscious.

--Mr. & Mrs. Ted Kuhn
Dairy Queen
1834 W. Indian School
Family of 4

I really enjoyed your class and it has helped me become a more selective buyer.

--Mrs. Susan Arnett
Tempe
Family of 6

After talking with Joe Urshan on more than one occasion about his shopping program, there is no doubt in my mind that its use could bring positive results in saving money on the family food bills.

--Rita Davenport
Hostess - Open House
KPHO - Channel 5